

WASHINGTON, D. C., THURSDAY, OCTOBER 8, 1914.



Buy Cotton, Wear Cotton, And Help America

Now is the time for Americans—every man, woman, and child living in peace under the Stars and Stripes, to be patriotic. To show real patriotism—not by singing the "Star-Spangled Banner" nor by waving flags or shouting, but by HELPING the country.

The conflict now raging in Europe has blocked many of the former trade channels. Markets that should absorb our products are closed—the United States is overstocked, and every citizen—every member of every family—is directly affected by this trade stagnation.

This condition especially maintains in the Cotton industry. From the fertile fields of the South reports come of a record crop. Sixty-six per cent of this would, under normal conditions, be exported. Our cotton mills cannot handle this tremendous volume of raw material because their markets are also closed. It is directly up to the people to put their shoulders to the wheel and by concerted action remedy this condition which affects all of us.

We can do it.

Buy Cotton, Wear Cotton, and Boom Prosperity

If every family in the country were to buy an extra dollar's worth of socks, shirts, bed-linens, or other cotton goods in one week something like twenty millions of dollars would be poured in to the relief of the situation.

Do your share. Wear "Made in America" clothing that is really made in America—grown, carded, woven, cut, and sewed in the United States. It is a real way of showing your patriotism. A way that taxes no one, yet is productive of far-reaching benefits to the country.

It is for the women especially to do their share in helping their country. Buy and wear cotton, you daughters of America—it is a badge of patriotism.

The National Cotton Goods Week, from October 5th to 10th has been promoted by patriotic women of Washington. These women realize the vital importance of moving the cotton crop. At their instigation the boards of trade all over the United States are co-operating in a nation-wide campaign for buying Cotton Goods during Cotton Goods Week. Merchants throughout the country are arranging special displays and sales of cotton goods during this week.

These women of the Capital are practicing what they preach—they are wearing cotton. At the Cotton Goods Fashion Show, which is now being held in the New Willard Hotel, these women will pose as models in charming costumes of cotton which they have designed. Attend this show, read what these women say, and make up your mind to

Help America by Helping The Cotton Industry

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